



YELLOWSTONE COUNTY DUI TASK FORCE
PO BOX 20982
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Yellowstone County DUI Task Force Meeting Minutes October 15, 2020

Present in person and via Zoom: Brandon Ihde, Amy Trad, Sharmon Brougham, Bob Drake, Robert Lester, Travis Sylvester, Monty Wallis, Keith Edgell, Morgan Dake, Karen Sylvester, Stephanie Hons, Samantha Klem, Glenn Gunther, Darla Tyler-McSherry. **Excused:** Kevin Holland, Katie Westin, Kacy Keith.

Meeting called to order at 12:04 PM. A motion was made to approve the September meeting minutes. Motion seconded and approved.

Task Force members received the latest budget reports (Budget and Cash and Trial Balance) via email prior to the meeting. Darla led the group through a review of the Budget and Cash report. No questions were brought forward at this time.

Travis provided a social media report. The Ben Cort event was live on Facebook on September 22. There was excellent attendance with 45 continuing education certificates issues at the end of the live event. In the past three weeks, over 10K minutes of this event have been watched by 2,700 people total. Additionally, 1,167 people stayed for over a minute. Industry standards state that if people stay for more than one minute, it's a huge win. Kudos to Travis and team for making the quick adjustment over to Facebook due to technical issues. People can still get the continuing education certificate if they go through all the content. Feedback from conference participants is that they are grateful for the content and the opportunity. Karen has been receiving feedback that treatment providers and teachers are utilizing the content. Additionally, Travis is utilizing federal media campaigns for the upcoming Halloween holiday. He is also working with Frank to generate a press release regarding Sterling's billboard campaign.

RFPs for the January-June 2021 cycle are due November 1. Submit to Darla either electronically or mail. They must contain the following three elements: 1) the applicant must confirm the activity/event/project will take place in Yellowstone County; 2) there must be a clear nexus between the activity/event/project and DUI, whether it is interdiction, prevention, treatment, etc.; and 3) a detailed budget must be provided. Darla will email applications received to date shortly after November 1 so that members have time to review prior to the November 19 meeting where members will discuss and vote on applications.

Award of Merit nominations are also due November 1. There is no restriction or limit on how many nominees law enforcement agencies can submit. Task Force members can also nominate community members as well. Submit nominations to Darla either electronically or mail. Nomination letters will be read and voted upon at the November 19 meeting.

The Task Force discussed option for this year's Angel Tree/Award of Merit ceremony set for Thursday, December 17. Other options were discussed as the traditional format will most likely not occur due to the COVID pandemic. Other locations with the possibility of limiting crowd size were discussed such as Judge Moses' courtroom. Online recognition for recipients was also mentioned as another option. Darla will inquire about other space locations in the Courthouse and Federal Building along with

information on this year's tree and will report back. The Task Force agreed to table event format and related details until the November meeting.

A motion was made to fund this year's Holiday Media campaign at \$6,000 for TV and radio ads. Motion seconded and approved. Travis will provide Darla with the source file of Sterling's PSA as an option too. Darla will provide Travis with the existing holiday PSAs for him to put on social media.

Lt. Lester brought the Challenge Coins to the meeting and all members physically in attendance received one. Darla will coordinate with Lt. Lester to get coins to members who attended via Zoom or were unable to be present. He stated right now there are ten coins that need to be awarded. He suggested law enforcement agencies schedule a day each month to award the coins.

Brandon provided information on this year's Holiday parade. It will be a reverse format in that the floats will be stationary and cars will drive past. There is also a new route. Design time begins on Saturday November 28th at 12:30; no cost information is available yet. A motion was made to support this effort at \$150.00. Motion seconded and approved.

Amy Trad, the new Yellowstone County Prevention Specialist, attended today's meeting. She plans to submit a letter of interest for membership.

Meeting adjourned at 12:35 PM.